

## **UTILIZING PARTNERS TO ENGAGE HISPANIC AUDIENCES**

**Description:** In 2017 and 2018 Iowa recruited local partners to apply for Vamos a Pescar grants. These grants have provided avenues to reach Hispanic audiences in three very different settings. Response from local partners and the Hispanic communities in all three have been very positive and the relationship between our agency and community anglers is much improved. Two of the programs have already expanded to include other outdoor activities. This session will include an overview of how Vamos a Pescar was implemented at the three locations as well as the challenges and successes.

**Location:** Diamond Peak Room

**Session Time:** Wed., 9:30 AM

**Presenter:** Barb Gigar, Angler R3 Lead, Iowa Dept. of Natural Resources

### **Barb Gigar**

Barb was hired in 1988 to develop and the *Fish Iowa!* program. She still serves in the capacity and is the Angler R3 lead for the Iowa DNR. She is the current AREA President-Elect and has previously served at AREA President. She also serves on the RBFF Board and the Sport Fishing Council Board.